

**Amendments To Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**In the Claims**

1. (currently amended) A method for facilitating a purchase transaction, the method comprising,  
receiving from a consumer a retailer item identifier;  
associating said retailer item identifier with a first manufacturer item identifier directly corresponding to said retail item identifier;  
conducting a first search for said first manufacturer item identifier across a plurality of retailers; and  
associating said retail item identifier with a second manufacturer item identifier indirectly corresponding to said retail item identifier when said first search does not return any of said plurality of retailers directly corresponding to said manufacturer item identifier;  
conducting a second search for said second manufacturer item identifier across said plurality of retailers when said first search does not return any of said plurality of retailers directly corresponding to said manufacturer item identifier; and,  
facilitating a purchase transaction between said consumer and one of said plurality of retailers.
2. (original) The method of claim 1, further comprising transmitting search results to said consumer.
3. (original) The method of claim 1, further comprising receiving search criteria from said consumer.
4. (original) The method of claim 3, wherein said search criteria comprises at least one of an item description, an item price, an item quantity, a retailer, a retailer location, a consumer rating, lowest price, and a delivery time.
5. (original) The method of claim 3, further comprising receiving a pre-authorization to automatically purchase an item from a retailer who satisfies said search criteria.

6. (original) The method of claim 1, wherein facilitating a purchase transaction comprises retrieving a stored transaction card number.

7. (currently amended) A method for purchasing an item under desired conditions, the method comprising:

obtaining a retailer item identifier;

transmitting said retailer item identifier to a remote processor;

receiving from said remote processor first search results which include ~~one or more~~ retailers which sell an first item that directly corresponds to said retailer item identifier; and

receiving from said remote processor second search results which include retailers which sell a second item that indirectly corresponds to said retailer item identifier when said first search results are empty; and,

purchasing at least one of: said first item and said second item from one of said retailers.

8. (original) The method of claim 7, wherein obtaining a retailer item identifier comprises electronically capturing said retailer item identifier.

9. (original) The method of claim 7, further comprising transmitting search criteria to said remote processor.

10. (original) The method of claim 9, wherein said search criteria comprises at least one of an item description, an item price, an item quantity, a retailer, a retailer location, a consumer rating, lowest price, and a delivery time.

11. (currently amended) A method for purchasing an item under desired conditions, the method comprising:

obtaining a retailer item identifier;

transmitting said retailer item identifier to a remote processor;

transmitting search criteria to said remote processor; and

pre-authorizing said remote processor to automatically purchase ~~an~~ a first item from a retailer who satisfies said search ~~criteria~~ criteria; and,

pre-authorizing said remote processor to automatically purchase a second item from a retailer which satisfies similar search criteria when said first item is not found.

12. (original) The method of claim 11, further comprising receiving a confirmation indicating that a pre-authorized purchase transaction has been completed.

13. (currently amended) The method of claim 11, wherein at least one of: said search criteria and said similar search criteria comprises at least one of an item description, an item price, an item quantity, a retailer, a retailer location, a consumer rating, lowest price, and a delivery time.

Claims 14-21 (cancelled)

22. (currently amended) A method for facilitating a purchase transaction, the method comprising,

receiving from a consumer a retailer item identifier;

associating said retailer item identifier with a first manufacturer item identifier directly corresponding to said retail item identifier;

conducting a first search for said first manufacturer item identifier across a plurality of retailers; and

associating said retail item identifier with a second manufacturer item identifier indirectly corresponding to said retail item identifier when said first search does not return any of said plurality of retailers directly corresponding to said manufacturer item identifier;

conducting a second search for said second manufacturer item identifier across said plurality of retailers when said first search does not return any of said plurality of retailers directly corresponding to said manufacturer item identifier; and,

transmitting search results to said consumer.